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UEFA EURO 2008™: Hublot to be Official Watch and Official Timekeeper of UEFA EURO 2008™

At a media conference at its Nyon headquarters today, UEFA announced a further National Supporter partnership agreement for UEFA EURO 2008™. Luxury watchmaker Hublot has acquired the rights for both host countries as a National Supporter of UEFA EURO 2008™. Hublot thus takes up a special position in the sponsorship programme of the UEFA European Football Championship 2008™ and will be the Official Timekeeper for all UEFA EURO 2008™ matches in both Switzerland and Austria.

The sponsorship agreement with Hublot marks the ground-breaking entry of a luxury brand into the world of international football. The Swiss company will be the official worldwide licence holder and will produce a limited-edition UEFA EURO 2008™ watch. Hublot CEO Jean-Claude Biver expressed his satisfaction, saying: "Traditional Swiss industries really have to support a sporting event like this, jointly hosted as it is by Switzerland and Austria! I'm delighted that Hublot has become a partner and as Official Timekeeper of UEFA EURO 2008™ will make the luxury market accessible to the world of football."

Philippe Margraff, Chief Operating Officer of UEFA Marketing & Media Management, said: "We were convinced that there was a rightful place for Swiss watchmaking in the EURO programme, which represents a marvellous showcase for everything "Swiss made". We are delighted to welcome the prestigious Hublot brand as Official Watch and Official Timekeeper of UEFA EURO 2008™."

Ralph Zloczower, president of the Swiss Football Association and member of the Euro 2008 SA Board of Administration, commented: "A Hublot watch is a precious item that inspires emotion and sentiment. So it's in total harmony with the sport of football, which captivates so many people, creates joy and is a source of great emotion."

As far back as November 2006, UEFA had filled all ten positions in its Global Event Sponsor Programme for UEFA EURO 2008™ with Carlsberg, Coca-Cola, JVC, Hyundai-Kia, MasterCard and McDonald's on board, as well as adidas, Continental, Castrol and BenQ. In the National Supporter category, partnerships were concluded with Telekom Austria and Österreichische Post AG and also with UBS and Swisscom. Of the four National Supporter positions per host country in the UEFA EURO 2008™ sponsorship programme, only one remains open in Austria and one in Switzerland. Both positions are expected to be filled soon, thereby achieving the objective of



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providing major Swiss and Austrian firms with the tremendous opportunity of being involved in the staging of UEFA EURO 2008™.

Note to editors:

UEFA EURO 2008™ has four official Event Sponsors with global rights to the event. The four Event Sponsors join the six existing UEFA EUROTOP Partners, who not only have global rights to UEFA EURO 2008™ but also support UEFA's other professional national team competitions, namely the UEFA European Under-21, European Futsal and European Women's Championships. UEFA is also working together with four National Supporters from Austria and four from Switzerland to provide further backing for UEFA EURO 2008™. The purpose of the National Supporter programme is to create an exclusive group of four Austrian and four Swiss companies which will contribute through their support, in the key sectors of the economy of the host countries, to the staging of the event. The support of major firms in both host countries is vitally important for creating links with the fans and giving a local flavour to the staging of the event.

UEFA is investing EUR 316 million in European football through its 2004-08 HatTrick programme. This amount, generated by the central marketing of UEFA EURO 2004™, is helping to fund educational projects, infrastructure and mini-pitches for UEFA's 53 members associations.

Further information:

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